

SCoR 2003 – Consumer Communications Development and Validation

	Activity	Date
1.	Phase 2 Consumer Research (To narrow possible brands/positions) Initiates Final Consumer Research – Scientific Analysis of Potential Consumer Communications	Completed
2.	WSA to provide Marketing w/ 2 sets of estimated data for Final Consumer Research (model & biomarker)	November 27
3.	SAB meeting with overview of PREP efforts, including SCoR	December 9-10
4.	Preview proposed consumer research round 1 w/ WSA & Legal	December 9
5.	Consumer research round 1	December 16
6.	WSA to initiate smoke chemistry testing at multiple lab conditions (prerequisite to obtain model results)	December 20
7.	Results on biomarker validation are available	• January 10
8.	Preview proposed consumer research round 2 w/ WSA & Legal	January 13
9.	Consumer research round 2	January 20
10.	Smoke chemistry results at multiple lab conditions are available	• January 31
11.	Preview proposed consumer research round 3 w/ WSA & Legal	February 3
12.	Consumer research round 3	February 10
13.	Internal quantitative test of consumer communications w/o data begins for onsert and ad approval	February 24
14.	SAB meeting for Accord	• March 6-7
15.	Internal quantitative test of consumer communications w/o data for onsert and ad approval is completed	March 28
16.	Begin procurement of onserts	March 28
17.	External validation (w/o data) for onsert and ad approval begins	March 31
18.	Short term clinical results – draft report	March 31
19.	Final consumer research review w/ WSA & Legal incorporating short term clinical results	April 7
20.	Internal quantitative test of consumer communications w/data begins	April 8
21.	Internal quantitative test of consumer communications w/data completed	May 10
22.	Short term clinical results – final report	May 15
23.	SAB meeting to present non-clinical SCoR results from prototype studies	May 15 (Being Scheduled)
24.	External validation (w/o data) for onsert and ad approval complete	May 23
25.	Non-clinical study final report	May 30
26.	Long term (3 month) clinical results available	June 26
27.	SAB meeting to present SCoR for final approval before launch	July 14-15
28.	Production of retail product to fill the pipeline begins w/ 6 modules	July 21
29.	External validation of consumer communications w/data begins	July 21
30.	External validation of consumer communications w/data complete	September 12